

Essen, 10 April 2026

Hortiflorexpo IPM Beijing 2026:

## China's leading horticultural trade fair opens today

700 exhibitors from around the world present their products and innovations

From 10 to 12 April 2026, the China International Exhibition Center (Shunyi) in Beijing will once again become the meeting point for the green sector in Asia and beyond. Hortiflorexpo IPM Beijing 2026, China's leading trade fair for horticulture, brings together around 700 exhibitors from 20 countries across 50,000 square metres in three halls. Participating countries include Finland, India, Sri Lanka, Latvia, the Netherlands and Germany.

With its broad international participation, the trade fair underlines its importance for Asian horticulture. Official national pavilions from Germany and the Netherlands bundle the presence of key horticultural nations and create additional visibility for their exhibitors. Messe Essen organises the German joint stand on behalf of the Federal Ministry of Food and Agriculture and is represented on site with a team from IPM ESSEN – an important building block for further expanding global networks and strengthening the presence of the world's leading horticultural trade fair in the international growth markets of the green sector.

Hortiflorexpo IPM Beijing sees itself not only as a product showcase, but also as a central business platform for the international horticulture industry. The trade fair brings together decision-makers from the sector and creates space for exchange, new impulses and international partnerships.

## From greenhouse technology to floral design: a diverse supporting programme

A diverse supporting programme accompanies Hortiflorexpo IPM Beijing 2026 and addresses key future topics in the sector. Expert forums and conferences focus, among other things, on current developments in e-



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commerce, innovative production methods, and modern greenhouse technologies and their international application. The spotlight is also on new plant varieties, advances in seed development, and trends in garden and landscape design. The programme is complemented by international exchange formats that particularly strengthen cooperation between China and Europe. A special highlight is the integrated floristry show “Among Flowers – Myriad Phenomena”, which vividly showcases creative design concepts and floral trends and offers visitors practical insights into modern floral design.